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Student Spotlight: 3DS Winners, Ghost Runner, to Represent GS at Georgia Inventure Prize

March 10, 2019



Georgia Southern's Business Innovation Group hosted its annual 3 Day Startup (3DS) competition February 22-25. 3DS is a world-renowned program that brings together individuals from various backgrounds in a learning-by-doing environment to give students the tools needed to start successful companies. Students talk about ideas and form teams on Friday and work on bringing those ideas to life by Sunday evening.

On Monday, February 25, the competition culminated with a "Shark Tank" pitch competition. Six teams pitched ideas including aquaponics, a speeding device, bags made from textile waste, peer-to-peer lending, roommate matching, and a running app.

Panelists, consisting of members of the University Intellectual Property (IP) committee, chose "Ghost Runner" as the idea that made the most progress over such a short period of time.



Panelist and Professor of History and Director of Digital Humanities Robert Batchelor said of the app, "Ghost Runner seemed scalable. I really liked the idea that it solved a problem of messy apps for this on the market AND was something that small businesses, running tournaments, etc., could rely upon as an app solution to marketing."

Overall, he said, "I thought all of the students were extremely articulate, highly motivated, and [presented] clever ideas."

The winning team includes four College of Engineering & Computing students:

Marcus Joachim, Computer Science // Wyatt Landers, Computer Science // Jacob Poston, Computer Science // Shadrach Stark, Mechanical Engineering

The team also included three College of Arts and Humanities students:

Zee Doehling, Graphic Design // Thomas Martin, Graphic Design // Michael McFarland, International Studies

“Ghost Runner” will work with the Business Innovation Group (BIG) to prepare to represent Georgia Southern at the inaugural Georgia Inventure Prize Competition. Each college and university in the state was invited to send one team to Atlanta to compete April 3-4. The top five finalists will present via live GPB broadcast and streaming, with up to \$50,000 in cash prizes and in-kind professional services.

“3DS was like entering an alternate reality because I’d get there early to start working on our business pitch and next thing I’d know an entire day went by without me even noticing,” Zee Doehling stated.